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Though I typically take a conservative approach and support my government with most of their endeavors, I do not need the special interests of a handful of biased, hand-in-the-pocket-of-big-business politicians or lobbyists dictating what is good for me as a consumer. As a consumer, I have choices. If I choose to pay a subscriber fee to a radio service and no longer have to listen to hundreds of commercials for every two or three songs played, this is my choice. If this service can offer me local traffic and weather information that benefits me directly, this just adds to the value of this service. On the same radio equipment that provides this service, I still have the choice to listen to my local AM/FM stations. Which I still do from time to time. There a simple button push away. But, like every broadcast media: radio, television, the Internet; the CHOICE is completely up to me.